

Amendment in the Claims:

1. (Currently Amended) A method of controlling the presentation of content, the method including, in a processing system:
  - (a) ~~P~~-presenting content to a user in accordance with a content definition, the content definition including a number of parameters used to define the content to be presented; and,
  - (b) ~~C~~-causing the content definition to be modified to thereby selectively modify content to be presented, the content definition being modified by modifying the parameters in accordance with weightings, the weightings being indicative of the ability of content defined by the parameters to meet predetermined objectives.
2. (Currently Amended) A method according to claim 1, wherein the content definition includes at least one of:
  - (a) ~~A~~a content network; and,
  - (b) ~~A~~a content indication.
3. (Currently Amended) A method according to claim 1 ~~or claim 2~~, wherein the method includes:
  - (a) ~~D~~d-etermining if a respective modification results in the respective content being more successful at meeting predefined objectives; and,
  - (b) ~~I~~i-ncreasing the frequency of presentation of the respective content in response to a successful determination.
4. (Currently Amended) A method according to ~~any one of the claims 1 to 3~~ claim 1, wherein the content definition includes a content network having a number of nodes interconnected via a number of links, the links being used to define the content to be presented,

and wherein the method includes modifying the content definition by modifying weightings associated with ~~one of more~~ at least one of the links.

5. (Currently Amended) A method according to ~~any one of the claims 1 to 4~~ claim 1, wherein the method includes presenting content in accordance with input commands from the user, the commands including an indication of the selection of content to be presented.

6. (Canceled)

7. (Currently Amended) A method according to ~~any one of the claims 1 to 6~~, claim 1, wherein the method includes modifying the content definition at least one of:

- (a) ~~R~~randomly;
- (b) ~~I~~n accordance with user responses; and,
- (c) ~~S~~o as to increase the likelihood of the presented content meeting predefined objectives.

8. (Currently Amended) A method according to ~~any one of the claims 1 to 7~~, claim 1, wherein the method includes iteratively modifying the content presented over time.

9. (Original) A system for controlling the presentation of content, the system including a processing system for:

- (a) Presenting content to a user in accordance with a content definition, the content definition including a number of parameters used to define the content to be presented; and,
- (b) Selectively modifying the content definition to thereby selectively modify content to be presented, the content definition being modified by modifying the parameters in accordance with weightings, the weightings being indicative of the ability of content defined by the parameters to meet predetermined objectives.

10. (Canceled)

11. (Currently Amended) A method of controlling the presentation of content instances using a processing system, the method including causing the processing system to:

- (a) ~~P~~present one or more at least one of the content instances to the user in accordance with a content network, the content network including:
  - (i) a plurality of nodes, each node being associated with ~~one or more~~ at least one of the content instances;
  - (ii) ~~one or more~~ a plurality of links for interconnecting the plurality of nodes to define sequences of content instances; and,
- (b) ~~D~~determine one or more at least one responses provided by the user in response to the presentation of the ~~one or more~~ at least one of the content instances;
- (c) ~~E~~evaluate the one or more at least one responses in accordance with predetermined criteria to thereby determine the ability of the ~~one or more~~ at least one presented content instances to satisfy predefined objectives; and,
- (d) ~~M~~modify the content network in accordance with the results of the evaluation.

12. (Currently Amended) A method according to claim 11, wherein the predefined objectives include the effectiveness of a content instance sequence at retaining a user's interest, and wherein the method includes at least one of:

- (a) repeatedly modifying the content network such that content instances that are determined to be more able to satisfy the predefined objectives are presented; and,
- (b) modifying the content network iteratively to thereby optimise the content network such that the ability of the content network to satisfy the predefined objectives is improved.

13-14. (Canceled)

15. (Currently Amended) A method according to ~~any one of the claims 11 to 14~~ claim 11, each node including an indication of a presentation instance, each presentation instance being associated with ~~one or more~~ at least one content instances, and each content instance being

associated with a number of presentation instances, the content network including a weighting associated with each link, and the method including causing the processing system, to modify the content network by modifying the weightings in accordance with the at least one response.

16-18. (Canceled)

19. (Currently Amended) A method according to ~~any one of the claims 16 to 18~~ claim 17, the method including causing the processing system to present the content instances by:

- (a) ~~P-presenting one or more~~ at least one of the content instances associated with a respective presentation instance;
- (b) ~~S-selecting~~ a link in accordance with the ~~one or more~~ at least one responses, the link connecting the respective presentation instance to a subsequent presentation instance;
- (c) ~~P-presenting the one or more~~ at least one content instances associated with the subsequent presentation instance; and
- (d) ~~R-repeating~~ steps (b) and (c) as required.

20. (Canceled)

21. (Currently Amended) A method according to claim ~~20~~ 19, each presentation instance including ~~one or more~~ at least one request options, each request option having ~~one or more~~ at least one links associated therewith, the method including causing the processing system to:

- (a) ~~D-determine the~~ a request from the ~~one or more~~ at least one responses;
- (b) ~~S-select~~ a request option corresponding to the request; and,
- (c) ~~S-select~~ at least one of the links associated with the select request option.

22. (Currently Amended) A method according to ~~any one of the claims 19 to 21~~ claim 21, the method including causing the processing system to modify ~~the~~ weightings of selected links by:

(a) ~~D~~determining the one or more at least one responses to the presentation of the ~~one or more at least one~~ content instances associated with a respective presentation instance; and

(b) ~~M~~modifying the weighting of each link selected prior to the at least one content instances being presented in accordance with the determined response.

23. (Currently Amended) A method according to ~~any one of the claims 19-22~~claim 11, the method including causing the processing system to modify the content network by modifying the links, the modifications including at least one of:

(a) ~~R~~removing a respective link;

(b) ~~C~~creating a new link; and

(c) ~~M~~moving a link from one presentation instance to another presentation instance.

24. (Currently Amended) A method according to claim 23, each link having a weighting and the method including causing the processing system to compare ~~one or more at least one~~ of the weightings to a predetermined threshold and perform the modification in accordance with the results of the comparison.

25. (Canceled)

26. (Currently Amended) A method according to ~~claim 23 or~~ claim 24, the method including causing the processing system to: ~~create a new link if at least one of:~~

(a) ~~The weighting of one or more existing links falls below a lower threshold;~~

(b) ~~A rating of one or more content instances or presentation instances falls below a lower threshold; and,~~

(c) ~~The weighting of one or more existing links is above an upper threshold; and,~~

(d) ~~A rating of one or more content instances or presentation instance is above an upper threshold.~~

(a) create a new link if at least one of:

(i) the weighting of at least one existing link is below a lower threshold;

- (ii) the weighting of at least one existing link is above an upper threshold; and
- (iii) a rating of at least one content instance is below a lower threshold;
- (iv) a rating of at least one presentation instance is below a lower threshold;
- (v) a rating of at least one content instance is above an upper threshold; and,
- (vi) a rating if at least one presentation instance is above an upper threshold;  
and,

(b) remove a link if at least one of:

- (i) the weighting of the link is below a lower threshold; and,
- (ii) a presentation instance to which the link is associated is removed.

27. (Canceled)

28. (Currently Amended) A method according to ~~any one of the claims 19-27~~ claim 11, the method including causing the processing system, to update the content network by:

(a) ~~D-determining one or more~~ at least one new presentation instances in accordance with ratings associated with at least one of; ~~and~~

- (i) at least one content instance; and
- (ii) at least one presentation instance; and,

(b) ~~Create one or more~~ creating at least one links associated with each new presentation instance, ~~the each~~ links linking each new presentation instance to ~~one or more~~ at least one existing or ~~other~~ new presentation instances.

29. (Canceled)

30. (Currently Amended) A method according to ~~any one of the claims 19-29~~ claim 19, the method including causing the processing system to:

(a) ~~D-determine~~ the ~~one or more~~ content instances associated with a respective presentation instance;



(b) ~~S-select one or more~~ at least one of the content instances in accordance with at least one of; and,

- (i) a content instance rating;
- (ii) a content instance weighting;
- (iii) a content instance type, each content instance having an associated type determined in accordance with the nature of content contained therein;
- (iv) descriptive data pertaining to the content instance's relationship to other content instances;
- (v) a content instance criteria; and,
- (vi) predetermined instructions associated with at least one of:
  - (1) the links;
  - (2) the presentation instances; and
  - (3) the content instances; and,

(c) ~~P-present the one or more~~ at least one selected content instances.

31-35. (Canceled)

36. (Currently Amended) A method according to ~~any of the claims 11 to 35~~ claim 11, ~~each content instance, presentation instance, link or content instance combination having an associated rating,~~ the method of including causing the processing system to:

- (a) ~~E-evaluate~~ each response in accordance with ~~the~~ predetermined criteria;
  - (b) ~~D-determine~~ a rating modification in accordance with the results of the evaluation;
- and,

(c) ~~A-apply~~ the rating modification ~~of the corresponding content instance, presentation instance, link or content instance combination upon which the response is based.~~ to a rating associated with at least one of:

- (i) a content instance;
- (ii) a presentation instance;
- (iii) a link; and

(iv) a content instance combination.

37-38. (Canceled)

39. (Currently Amended) A method according to ~~any one of the claims 11 to 38~~ claim 11, the method including causing the processing system to determine, from ~~the~~ at least one response, at least one of:

(a) ~~A~~ a rating provided in response to the presentation of ~~the~~ at least one content instance, the rating being provided by the user;

(b) ~~A~~ an indication of the length of time the user spent observing ~~the~~ at least one content instance;

(c) ~~A~~ an indication of whether the presentation of ~~the~~ at least one content instance to the user caused by a predetermined event.

40. (Canceled)

41. (Currently Amended) A method according to ~~any one of the claims 11 to 40~~ claim 11, the processing system being coupled to an end station via a communication network, the method including the processing system to:

(a) ~~Transfer~~ transfer at least one content instance to be presented to the end of the station via the communications network, the end station being adapted to present ~~the~~ at least one content instance to the user; and

(b) ~~Receive a~~ receive at least one response generated by the end station via the communications network.

42-43. (Canceled)

44. (Currently Amended) Apparatus for controlling the presentation of the content instances, the apparatus including a processing system adapted to:



~~(a) Present one or more content instances to the user in accordance with a content network, the content network including:~~

~~(i) A plurality of nodes, each node being associated with one or more content instances;~~

~~(ii) one or more links for interconnecting the plurality of nodes to define sequences of content instances; and,~~

~~(b) Determine one or more responses provided by the user;~~

~~(c) Evaluate the one or more responses in accordance with predetermined criteria to thereby determine the ability of the one or more presented content instances to satisfy predefined objectives; and,~~

~~(d) Modify the content network in accordance with the results of the evaluation.~~

(a) present at least one of the content instances to the user in accordance with a content network, the content network including:

(i) a plurality of nodes, each node being associated with at least one of the content instances;

(ii) a plurality of links for interconnecting the plurality of nodes to define sequences of content instances; and,

(b) determine at least one response provided by the user in response to the presentation of the at least one of the content instances;

(c) evaluate the at least one response in accordance with predetermined criteria to thereby determine the ability of the at least one presented content instance to satisfy predefined objectives; and,

(d) modify the content network in accordance with the results of the evaluation.

45-48. (Canceled)

49. (Currently Amended) A method of controlling the presentation of content to a user using a processing system, the method including causing the processing system to:

(a) ~~R~~receive a content indication representing content to be displayed;

- (b) ~~P~~present the content in accordance with the content indication; and,
- (c) ~~S~~selectively ~~distributing~~ distribute the content indication to at least one of:
  - (i) ~~O~~other processing systems; and,
  - (ii) ~~O~~other users; and,
- (d) ~~S~~selectively modify the content indication in accordance with predetermined mutation rules prior to at least one of:
  - (i) ~~P~~presenting the content; and,
  - (ii) ~~D~~istributing the content.

50. (Currently Amended) A method according to claim 49, the content indication being at least one of:

- (a) the content, the method including selectively modifying the content indication by modifying the content-; and,
- (b) a content specification defining the content to be presented, the method including selectively modifying the content indication by modifying the content specification to there by modify the content presented.

51-54. (Canceled)

55. (Currently Amended) A method according to ~~any one of the claims 49 to 54~~ claim 49, the content being a content collection, the content collection including ~~one of more~~ at least one content instances.

56. (Currently Amended) ~~A method according to claim 55, t~~ The content instances including at least one of:

- (a) ~~I~~images;
- (b) ~~T~~extual information;
- (c) ~~A~~audio information;
- (d) ~~E~~xecutable code;

- (e) ~~D~~display code;
- (f) ~~D~~data objects;
- (g) ~~L~~links to other content; and,
- (h) ~~M~~multimedia objects.

57. (Currently Amended) A method according to ~~claim 55 or~~ claim 56, the method including causing the processing system to present the content instances in accordance with a template, the template being determined in accordance with the content indication.

58-59. (Canceled)

60. (Currently Amended) A method according to ~~any one of the claims 49 to 58~~ claim 49, the content being in the form of a web-page, the content indication being a URL, the method including causing the processing system to:

- (a) ~~M~~modify the URL; and,
- (b) ~~U~~using a re-direct process to present a web-page in accordance with modified URL.

61. (Currently Amended) A method according to ~~any one of the claims 49 to 59~~ claim 49, the method of modifying the content indication including;

- (a) ~~T~~transferring the content indication to the processing system using a form; and
- (b) ~~C~~causing the processing system to:
  - (i) ~~R~~receive the form;
  - (ii) ~~M~~modify the content indication; and,
  - (iii) ~~D~~distribute the modified content indication.

62. (Canceled)

63. (Currently Amended) A method according to ~~any one of the claims 49 to 62~~ claim 49, the mutation rules defining at least one of:

- (a) ~~W~~hether the content indication is to be modified; and,
- (b) ~~T~~he nature of any modification to be performed.

64. (Currently Amended) A method according to ~~any one of the claims 49 to 63~~ claim 49, the method including causing the processing system to determine the mutation rules from at least one of:

- (a) ~~A~~a store coupled to the processing system; and,
- (b) ~~T~~he content indication.

65. (Currently Amended) A method according to ~~any one of the claims 49 to 64~~ claim 49, the mutation rules ~~including modifying the parameters:~~ being used to modify parameters associated with the content indication at least one of:

- (a) ~~R~~randomly;
- (b) ~~B~~by selecting alternative parameters from a predetermined list;
- (c) ~~I~~in accordance with input commands received from a user; and,
- (d) ~~B~~by modifying the parameters in accordance with predetermined rules.

66. (Currently Amended) A method according to ~~any one of the claims 49 to 65~~ claim 49, the method including causing the processing system to:

(a) ~~M~~maintain a log, the log indicating previous presentation of the respective content, the content log being maintained in at least one of: ; and,

- (i) a store; and
- (ii) the content specification; and,

(b) ~~M~~modify the content indication in accordance with the respective log.

67-68. (Canceled)

69. (Currently Amended) A method according to ~~any one of the claims 49 to 68~~ claim 49, the processing system including a base station coupled to ~~one or more~~ at least one of end stations via a communication network, the method including:

- (a) ~~C~~Causing the end station to;
  - (i) ~~R~~Receive the content indication from another end station; and,
  - (ii) ~~T~~Transfer at least a portion of the content indication;
- (b) ~~C~~Causing the base station to:
  - (i) ~~R~~Receive the content indication portion from the end station;
  - (ii) ~~D~~Determine the content for presentation in accordance with the content indication portion;
  - (iii) ~~T~~Transfer the selected content to the end station via the communications network; and,
- (c) ~~C~~Causing the end station to display the selected content.

70-73. (Canceled)

74. (Currently Amended) A method according to ~~any one of the claims 49 to 73~~ claim 49, the method including causing the processing system to:

- (a) ~~R~~Receive input commands from a user; and,
- (b) ~~D~~Define a user defined content indication in accordance with input commands, the user defined content indication being adapted to cause content selected by the user to be presented.

75-76. (Canceled)

77. (Currently Amended) A method according to claim 76, the method including causing the processing system to:

- (a) ~~Comparing the~~ Compare distribution of a number of user defined content indications ~~or user submitted content instances~~;

(b) ~~A~~assess the relative success of the user defined content indications in accordance with the results of the comparison; and,

(c) ~~Providing~~Provide an indication of the relative success to ~~one or more~~at least one of the users.

78. (Canceled)

79. (Currently Amended) A method according to ~~any one of the claims 49 to 77~~claim 49, the content including web pages, the web pages having ~~one or more~~at least one links to other web pages~~;~~, the method including modifying the content by modifying the links based on the number of times each page is viewed.

80-82. (Canceled)

83. (Currently Amended) Apparatus for controlling the presentation of content to a user, the apparatus including a processing system adapted to:

- (a) ~~R~~receive a content indication representing content to be displayed;
- (b) ~~P~~present the content in accordance with the content indication; and
- (c) ~~S~~selectively distributing the content indication to at least one of;
  - (i) ~~O~~other processing systems; and,
  - (ii) ~~O~~other users;
- (d) ~~S~~selectively modify the content indication in accordance with predetermined mutation rules prior to at least one of:
  - (i) ~~P~~presenting the content; and,
  - (ii) ~~D~~distributing the content.

84-91. (Canceled)